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*If it has a weakness,
nobody's found it yet.*

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Feedback

Do you have a gripe with the industry? Or praise for some facet of it? Voice it in *Feedback*: a forum for your ideas on topics we have or haven't covered in GOLF BUSINESS. Readers interested in expressing their views can write to Feedback, GOLF BUSINESS, 9800 Detroit Ave., Cleveland, OH 44102.

Getting southern support

I think Mac Hunter's article in Feedback (GB, Aug.) was well written and extremely factual.

The PGA's aim should be to determine what we want the golf profession to be and work in that direction. Believe me, everyone here is working hard, but I don't believe our association has decided exactly what it wants for its members.

Gary Wiren
PGA Director, Club
and Professional
Services
Lake Park, Fla.

Conflict of Interests

It was with a great deal of distaste that I read the Feedback article by Mac Hunter.

While I am aware that Mac Hunter has always had a rather low profile of the PGA image, it was unthinkable that he should write such an article. Perhaps he was so busy at Riviera Country Club he failed to see what was going on around him.

While Mac was so involved, the PGA has been making great strides in *all ways* of training their members to be first class professionals.

Many hours of schools and seminars, conducted around the country, are spent on teaching, tournament control, bookkeeping — and all phases of the day-to-day problems and situations that confront today's golf professional.

Yes, and much time is spent on merchandising, for it is, and will always play, an important part in every golf professional's income.

Mac Hunter has somehow forgotten that many, many members *want* to buy from their professional; therefore, it is important for us to see that our shops are stocked with the kind of merchandise they want, at the least possible price.

Again, Mr. Hunter has not kept up-to-date on the fact that time and again, after a club has taken over the golf shop, sales drop as much as 30 to 50 percent, therefore losing money.

Why? Because members want to buy from

their professional; and when the profit is not his, sales fall off. Their incentive to buy is simply not there.

If Mac Hunter should go back to trying to make a living on the giving of golf lessons — and receiving some form of salary — McDonald's just might become his favorite eating spot.

There are not enough hours in the day or season for the professional in the east or mid-west to give enough lessons to make a decent living. Here in California we do have more hours, but there are darn few professionals giving \$5,000 worth of lessons a year. Add a salary to this and what do you have? The successful professional of today must be able to wear many hats.

Mac, we've come a long way since you and I got started in this game. Why not let our new crop of eager and well-trained younger golf professionals have the same chance of making it as you and I?

Bob Gutwein, Pro
Rancho Bernardo Country Club
San Diego

Mac Hunter replies:

I think Mr. Gutwein flubbed his approach shot. The point I made was there are other alternatives open to PGA golf professionals besides clerking a haberdashery store seven days a week.

Is it such a sham at club professionalism to be paid a salary for performing those functions that best benefit our profession?

I have never been opposed to owning and operating a full concession job — but neither have I been opposed to being salaried respective to the services I could capably provide.

If the shoe fits, the club professional must be ready to wear it. I certainly couldn't agree more with "what is good for one pro in one area is not necessarily good for another." On the contrary, it is precisely the emphasis on this point that makes me an advocate of total job preparedness for the PGA golf professional. If a man wishes to become a ribbon clerk that's his choice and more power to him — but because he chooses this area of dollarism he shouldn't call himself a golf professional in the true sense of the term. Teaching, playing, running a tournament program, and the proper fitting of golf equipment to customers — these are the tools of our trade. Or they used to be.

My suggestion stands pat. It's time we get back to performing these skills. They are unique and they are ours. While we're at it let's be paid a fair wage for the doing.

golfbusiness

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Idea file

Biggest garage sale has used equipment

You probably wouldn't be interested in the skis, parkas, or snowmobiles, but what about 1,911 pickup trucks, 125 portable bridges, 300 backhoes, 1,384 prefabricated buildings, 18,000 pieces of major construction equipment, or 1,500 outhouses?

The outhouses are called an "ecological dream;" they are deluxe two-holers with heated seats and cost \$10,000 when new. The seller of all this will be the Alyeska Pipeline Service Co., as soon as it finishes building the trans-Alaska pipeline. Equipment will be collected at the southern terminus of the line in Valdex and at Fairbanks, then refurbished and shipped to the lower 48 states for sale.

Hole-in-one policy offered to clubs

Through a new, unique method of rating, America's Insurance Center has now made it possible to offer more than one Par 3 hole on any course on any give date for Hole-in-one competition during any event.

Through this coverage, more suspenseful contests are possible, enabling sponsors to more particularly develop income for the event. Additional details on the coverage can be obtained by contacting A.I.C., 562 Boulevard, Kenilworth, NJ 07033.

Choosing glassware? Simple or ornate?

Replacing glassware can often be a tough decision for the club manager. Should you go for something that looks good and reflects your quality operation or should you stay with the durable, thinking always of the cost of breakage?

Club operations that do a lot of outside parties and receptions should probably rely on heavier ware. Based on use, glasses with strong rims and heavy bottoms will stand the test over the long run.

Finally, should you go for colored or clear glassware? Use of color can give your tabletops a coordinated look with your setting. Many colors are available on the market today.

Your green chairman can be a big ally

Your success as a superintendent at a private country club can often depend on the cooperative attitude you develop with the green chairman. Cooperation is the key in getting the programs you feel are needed in improving the course.

Like it or not, the green chairman is the liaison between the board and you. When you are involved in the decision-making process regarding the future maintenance of the club, he will probably be there.

Know your green chairman well. Force him to be involved, if he is not. He can be a strong ally to you in a board meeting, helping to get your program sold to the board. Getting the green chairman on your side is only the first step.

Put your assistant into shop planning

Utilizing personnel is a true art. The club professional has to look at his operation and make sure his staff is covering every possible aspect of the shop. The way the staff is used, though, is the pro's responsibility.

Keep your assistants inside the operation by getting them involved in all aspects of management. Budgeting, planning, merchandising, buying and bookkeeping are all areas where additional voices can offer new ideas or opinions you may have overlooked.

From a morale standpoint, the involvement of the entire staff in the decision-making process will help reinforce the business attitude of your shop. In this way, the assistants and staff will feel they are working with you and not for you.

Make wine tasting a merchandiser

Are you looking at wine as a new profit center in your club? Acceptance may need a boost and a wine tasting party may be the answer to get your membership introduced to the wide variety of wines available to them at the club.

Physical requirements are minimal. The cost is lower than a conventional cocktail party. As many wines as you want can be featured. For example, the list might include a California Burgundy, a mellow red, a Rhine, a Rosé, a dry Sherry, a Port and a Muscat wine, such as a Muscatel. The first four wines are table wines, the Sherry an appetizer, the Port and Muscatel, sweet dessert wines.

When thinking about glassware for the party, choose goblets, jelly glasses, or a variety of wine glasses. A clear container helps you appreciate a wine's color.

Personal

You'll get tax forms later this January

With all the holdup there was this year on the tax reform packages Congress was working on, the Internal Revenue Service had to wait till mid-October to go into production of its new Form 1040. That means you'll probably be getting those tax forms sometime in the middle of January.

Short forms (1040A) may show up a little sooner. The always useful taxpayer publications the IRS puts out every year should also be available in the first month of the new year. These will be available at all IRS offices.

Social security tax increase no surprise

You and your employees will be paying more in social security taxes starting January 1. Maximum tax burden for employers and employees will be approximately \$965. Self-employed individuals can pay as high as \$1,300.

Over the last four years, taxpayers have watched the wage base on social security escalate from \$9,000 to the present level of \$15,300. The tax rate has increased from 5.2 percent to 5.85. Maximum amount of tax has climbed more than \$430 for employees and employers, while self-employed persons' taxes have doubled.

Thinking vacation, think Dorado Beach

Special golf packages are now available to Dorado Beach, Puerto Rico, in case you're looking for your winter vacation spot.

Dorado Beach offers two package dates that span from December 20, 1976 to January 31, 1977 and from March 1 to March 31. The special includes seven days and six nights at a rate of \$489 per person for double occupancy. The plan includes a deluxe, air-conditioned room; breakfast and dinner daily; and round trip limousine transportation between Puerto Rico's International Airport and the hotel.

For further details, check with your travel agent or the trip can be booked through Loews Reservations, Inc.

Look at dollar logic in home repairs

Inflation continues to push up real estate values. The problem besetting many homeowners in the "pause" the government's economic experts say we are now having is to shoulder the burden of needed home improvements or risk the chance of decreased values at the time of sale.

Many buyers today are forcing sellers to make needed repairs before the sale will go through, contingent on the inspection of a qualified service. Logically, such defects as unsound foundations, defective heating systems and leaky plumbing are the most prominent neglected areas found in inspections.

Protect your checks or pay the price

Almost one third of all the fraud schemes are related to check fraud according to the American Bankers Association. There are some simple rules to remember to protect your checkbook.

Know where your checkbook is at all times. If your book is lost or stolen, get in touch with the bank as soon as possible. Let your bank know if you don't receive ordered checks, canceled checks, or statements on time.

Never leave deposit slips around where a thief might have access to them. All a crook needs to get into your account is the account number.

Convenience foods can save you money

Sometimes fresh is not always best. Canned or frozen foods will cost you less in your budget than trying to make things from scratch. According to the Department of Agriculture, about a third less.

Surveys in selected food stores showed processed green peas, spinach and lima beans were considerably cheaper than fresh. Other vegetables were a bit less expensive frozen or canned, though in certain products, fresh is a better buy during the growing season.

A good example of where frozen is best is in orange juice. Canned juice is a much better buy. Canned peaches are much cheaper than the fresh product.

News

LEGAL ISSUES

'Pro-only' win stalls golf retailers

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In what many golf equipment manufacturers must see as a significant step in the vindication of the "pro-only" policy, a federal district court in Chicago decided on November 4 that the right of a company to sell only to pro shops was indeed legal.

The case in question involved Morrie Mages Sports, Inc., a Chicago sporting goods chain, that had attempted for more than 2 years to get its case against 11 equipment manufacturers, Foot-Joy, Burton Golf Co., and the Charles A. Eaton Co. before the Federal District Court, Northern District of Illinois.

In the final lineup, only Wilson Sporting Goods, Spalding, Inc., Acushnet Sales Co., Royal Golf Co., and Dunlop Sports Co. remained to take on Mages. The following firms settled out of court by either agreeing to sell merchandise to Mages or paid cash settlements: Burton, Charles A. Eaton, Foot-Joy, Hillerich & Bradsby, Karsten Manufacturing, MacGregor Golf, ProGroup Inc., Ram Golf Co., and Victor Golf Co. No disclosures were made by counsel on who paid cash or who settled with merchandise, or how much the cash settlements were.

As in similar litigation, Mages'

contention was the "pro-only" policy was in effect a form of anti-trust, and sporting goods outlets and golf speciality shops were entitled to the top brand equipment.

Lasting for only 9 days, the trial before a six-member panel went much quicker than either attorneys for Mages or the manufacturers had anticipated. Judge Bernard Decker pressed both sides to speed the case along, not allowing for much elaboration on any point.

Chief counsel for Mages in the case was Henry Klein, a 32-year-old New Orleans lawyer, who had made a name for himself in the Golf City case, which pitted the



Judge Bernard Decker looks down on attorney Henry Klein, as the New Orleans lawyer pleads his case for Morrie Mages Sporting Goods. The trial, which only lasted 9 days, pitted five golf equipment manufacturers against a Chicago retailer. Decker sped the "pro-only" case along in the federal district court in Chicago.

Professional Golfers Association and Wilson against a golf speciality shop in New Orleans in a similar anti-trust suit. The initial verdict in that case went to Golf City, but Wilson's appeal is set to be heard in January in the Fifth Circuit Court of Appeals in New Orleans. At stake for Wilson is nearly \$293,000 in damages it would have to pay if it loses.

Commenting on the Chicago verdict to GOLF BUSINESS, Klein said he was not "fazed" by the decision and Mages would be appealing it. In a rough estimate, Klein noted that a decision in the Seventh Circuit Court of Appeals in Chicago on the case would probably be a year away.

Mages has insisted the annual net profit loss to his business due to the "pro-only" edict has been more than \$532,000 a year. "I don't think the jury clearly understood what is involved in an anti-trust suit like this," Klein said. "They could not understand how manufacturers have conspired to injure such merchants by such 'pro-only' attitudes."

On the other side of the case, Wilson Vice President of Marketing Phil Odeen told GOLF BUSINESS the decision was a major breakthrough for the companies that believe in the pro shop. "This should make some people in the field that have considered suing us and others think twice about it."

In a statement issued by Don McClure, vice president and chief counsel for Wilson, the company indicated it had full confidence in the legality of its policy and felt vindicated by the jury's verdict.

Cases are still pending against Wilson and other companies along the same lines. Odeen told GOLF BUSINESS new suits in Buffalo and Kansas City still need settlement. The Buffalo case, which is set for trial starting February 1, involves Henry Klein again, this time representing Joe Charles Sports Shop.

NGF's MacDonald sees good future

Although the view was somewhat futuristic, National Golf Foundation President Paul MacDonald took an optimistic approach to the next decade of golf in this country at the NGF's fall meeting in Palm Springs, Calif., last month.

"The game in the year 2000 will be strong," MacDonald said to his audience at the autumn luncheon at the Canyon Hotel. The Dunlop Sports executive pointed to four areas which would have a direct effect on the growth of the game. Population, buying power, increased leisure time, and mobility were the keys, according to MacDonald, to added acceptance of golf. "All these areas will see dramatic increases by 1980," the NGF president predicted.

MacDonald also revealed a current ongoing project by the foundation which was a complete report on where the market is now and where it is going. Prime objectives of the survey are to reveal new course development and the number of new players coming into the game, plus the open space planning and study now being done in the nation as it will affect golf.

The speech was not all rose-colored, though. Ever aware of the growing problems of private country clubs in this county, MacDonald shifted the emphasis of the NGF toward the public golf facility, stressing that the foundation would not ignore the municipal course. "We must strike a popular nerve," MacDonald insisted.

In an effort to answer some of those problems, though, the NGF is sponsoring a meeting in Chicago, set for December 1, which will have on hand the decision-makers for the Professional Golfers Association, the Golf Course Superintendents Association of America, the Club Managers Association of America, the National Club Association, the United States Golf Association, and

the National Association of Public Golf Courses. The only problem with the meeting is it is closed to the press. Bob Rickey, public relations director for the NGF, told GOLF BUSINESS anything pertinent coming out of the talks would be released and future meetings of the allied association group would be open to the press. This first get-together will be an organizational meeting.

In conjunction with the October NGF meeting, the National Association of Golf Club Manufacturers, the Golf Ball Manufacturers Association, and the Golf Products Manufacturers Association also had their autumn meetings at the Palm Springs site.

One member of the golf ball association has dropped out of the market: Shakespeare. According to B. J. Lavins, vice president for the sports products division, the firm has phased out production completely at its Plymouth Meeting, Pa., factory.

The infant manufacturers association is the GPMA and President Don Van Pelt of Sahara Slacks told GOLF BUSINESS his group was putting together a campaign to lure other members into the fold. There are plans to add component manufacturers, such as shaft and grip producers, into the association, which for the most part is composed of softgoods and shoe firms.

The NGF's Rossi also announced that the foundation's move to its new home in Florida would be completed by November 1. Those now wishing to contact the NGF can write to 200 Castlewood Dr., North Palm Beach, FL 33408 or call 305/844-2500.

H.R. 1144 passage upstages NCA

Although the National Club Association put on a dynamic educational program at its annual convention in Los Angeles, the star of the show turned out to be a piece of legislation the NCA has been working on for more than three years.

H.R. 1144, a bill that in effect raises the percentage of non-member business clubs can do from 5 to 15 percent of their gross sales, passed the Senate at the 11th hour on October 5, during the convention. Since then, On October 21, President Ford signed the bill into law, closing the chapter on the first piece of legislation the NCA helped sponsor from start to finish.

Highlight of the convention was the luncheon speech delivered by Louisiana congressman Joe D. Waggoner, Jr. Waggoner had been H.R. 1144 sponsor throughout its four-year life in the House, when at times it had had other numbers on its journey around Capitol Hill.

Although a Democrat, Waggoner lashed out at Presidential candidate Jimmy Carter, who the day before had spoken at the convention site, the Century Plaza Hotel.

"I'll see [Carter] in hell with his back broke, before I yield to him on his tax philosophy," Waggoner told his audience. Waggoner went on to refute Carter's comments on adding more government programs



Picking up where he left off in Washington, Rep. Joe D. Waggoner took some strong pokes at Jimmy Carter's stance on taxes while speaking to a luncheon crowd at the NCA convention in Los Angeles.

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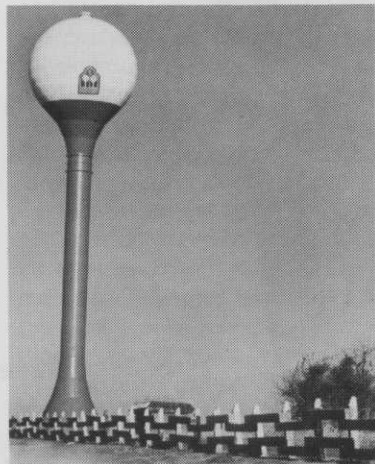
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to take care of the ills of the nation. "There is a problem with government spending. This country has exceeded its ability to pay for government. Unless we recognize that fact, we may fall with other former powers," Waggoner insisted.

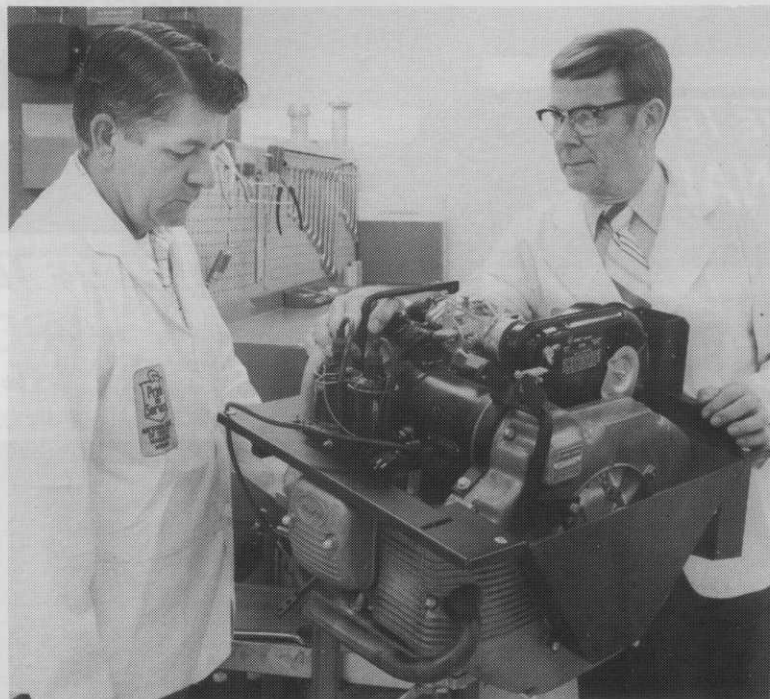
For the more than 200 managers attending the conference, the educational conference filled the core of the convention. The most stimulating was the seminar on tax and legal issues given by NCA legal counsel Tom Ondeck. Ondeck gave a two-hour primer on what the industry has to know to keep up on changing legislation. Such issues as liability, union troubles, and wage and hour battles were covered in the Ondeck session.

Eric Hansen, a certified public accountant with Laventhol & Horwath, Los Angeles, discussed the necessity of proper cost controls at clubs in another topical session, while Fred Schmid, a noted national foodservice facility designer, focused on the intricacies of how club layout and design will have an effect on profitability.

Another popular session was



Water tanks, you must admit, are usually eyesores. But the Rolling Hills Golf and Racquet Club near Montgomery, Ala., turned its eyesore into an eyecatcher by painting it to look like a 34-foot white golf ball resting on a 100-foot red tee. It even appears to have dimples. So the tank not only stores 150,000 gallons of water for the course sprinkling system, club facilities, and 200 homesites, it also marks the entrance to the club. Brown Steel Contractors, Inc., of Newman, erected the tank and painted it with Koppers protective coatings.



Jack Northrup (right), Cushman-Ryan service training manager, and W. E. Kaarstad, service school supervisor, discuss the company's service training courses which are being implemented this fall in Atlanta, San Francisco, and Lincoln (Nebr.). The 2½-day classes are geared to mechanics in the turf care industry and will be conducted on a rotating basis through March.

the one on club liability insurance given by Jim Favor, vice president of Fred S. James & Co., a Denver insurance firm specializing in club coverage.

Favor pointed to the fact that many clubs can budget in small "self-insurance" funds which may be needed throughout the year to cover minimal losses. A great amount of emphasis was placed on the idea that most clubs are underinsured. Favor insisted clubs should utilize qualified appraisal personnel to find out where they are lacking in coverage.

At the annual dinner meeting of the NCA, top priority was placed on the installation of the new president, Milton E. Meyer, Jr., of Pinehurst Country Club, Denver.

Probably the only lack of success in the NCA program was the organization's first excursion into the exhibit business. Some 15 companies were in the exhibit area, but due to the small turnout, failed to have enough traffic to show real interest in their products.

Golden anniversary of CMAA in Chicago

In early 1927, the Club Managers Association of America got together for its first meeting in Chicago's Hotel Sherman. From February 7-11, 1977, the CMAA will meet near

where it all began, as the association commemorates its 50th anniversary at the Conrad Hilton Hotel.

According to CMAA Executive Director Horače Duncan, all 24 of the organization's living past presidents will be on hand at the celebration, which formally starts at a "birthday party" on Monday, February 7.

As always, the conference will include a number of interesting educational seminars for the club managers. On the speaking program are: Anthony Marshall, associate dean at Florida International University, "Smorgasbord of Legal Tidbits"; Dr. Howard Smith, head of the management department at the University of Georgia, "Management"; Dr. Earl Brooks, Cornell University, "Management Communications"; Mike Hurst, Florida International University, "Food for Thought"; Dr. Dean D. Miller, Physical Fitness Institute of America, "Fitness for Busy People"; and Don Thoren, Thoren Consulting Group, "Golden Rule Communication."

A number of panel discussions will also be available to CMAA members. These sessions will discuss such problems as golf cars, decorating, computers, taxation, insurance, and laundry/linen services.

Featured speaker at the conference is Dr. Norman Vincent Peale whose talk will be on

"Tomorrow" at a seminar on Thursday, February 10.

Duncan told GOLF BUSINESS that managers interested in attending the 50th anniversary meeting can still send their applications to 7615 Winterberry Place, Washington, DC 20034.

Portland site hoped to draw for GCSAA

Attempting to boost lagging attendance of its annual conference over the past few years, the Golf Course Superintendents Association of America has planned with the educational aspect in mind for its 48th International Turfgrass Conference, set for Portland, Ore., February 6-12, 1976.

Association officials project more than 5,000 people will be involved in the show at the Memorial Coliseum and Exhibit Hall. How many of those will be association members will be the big question in the show's final analysis.

"Turfgrass Management: A Synergetic Approach" is the theme of the conference. The education program will focus on the interdependence and interrelationship of the many parts of golf course management. Although still heavily turf oriented, the educational program seems to be taking a turn toward looking into the superintendent's responsibility as a manager.

Nearly 60 speakers will address the 20 formal educational sessions at Portland, covering such topics as fertilizers, irrigation, effluent water usage, insects, construction and remodeling of courses, and soil testing.

Making the keynote address to the GCSAA will be CBS-TV sports commentator Heywood Hale Broun, speaking on "The Role of Big Games in Society."

As always, the association will hold certification and recertification examinations for superintendents prior to the conference's formal opening. A series of seminars on landscaping, management, pesticides, and turfgrass nutrition will also be offered on the pre-convention program.